

# Analysing the Impact of Novel Coronavirus 2020 on the Tourism Industry in India

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## Abstract

The research paper defines the impact of covid19 on India tourism industry as this industry is the most impacted one in the present situation. The research paper helps to explore a brief background of the topic along with its objective, hypothesis, research design and methods, support with literature review, analysis of the findings, and some suggestions. The research design used is exploratory one along with the research method applied as qualitative method. The research is helpful in fulfilling the main objectives and scope as it will further add into the existing source of knowledge.

**Keywords:** Pandemic, coronavirus, social distancing, social norms

## Introduction

Covid19 or coronavirus disease is a type of infectious disease that is caused by a newly discovered virus affecting the worldwide population. This disease has taken place in the year 2020 where most of the people across the globe are affected by this disease. People falling sick because of this disease tend to face some mild to moderate symptoms. Some people can recover without special treatment while some require some sort of treatment to overcome this disease. This is a type of deadly disease that has taken the lives of many people<sup>1</sup>. In context to this, the impact of the coronavirus can be seen on people as well as on businesses including the tourism industry. The global tourism industry is widely affected where many people have lost their jobs while many are still struggling to continue with their jobs at the same pace. The tourism industry in India is greatly impacted as the purchasing power parity of the people has gone down.

People are only focusing on the fulfilment of their basic and essential needs and are neglecting the needs that are based on luxury and enjoyment. The tourism industry in India has faced a tremendous downfall as people have postponed their travelling plans and are just focusing on survival needs. Due to this disease, it has become very risky for people to travel across India. Many new cases of covid19 patients are increasing day by day due to which people are hesitating to travel. In the lockdown period, transportation was minimised and people were asked to stay at home only. Post lockdown also, there is still a fewer number of transportation facilities available and that too with a minimum number of people allowed travelling at a time. Many places such as hotels, restaurants, temples, cinema halls, gyms, clubs, and others were closed in the lockdown period. The business of this industry has fallen along with this many people have closed their travelling businesses in India.

## Objective of the Study

The problem identified in this research is related to the impact of coronavirus over the tourism industry in India and how this disease has affected the lives of people working in this industry. The main objective of the study is to determine the factors that lead to the tourism industry in India. It also specifies how people can face the impact of coronavirus and overcome this disease. The study helps investigate the role of the tourism industry in the economic development of the country.

## Review of Literature

The impact of coronavirus is a worst-case scenario for the tourism industry in India. In the era of globalisation, competitiveness in the market has increased making the industry interdependent and functional to ensure tremendous growth and development. The tourism industry is one of the



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Most rapidly and biggest flourishing sectors in the world 2. If any comparison is made with other countries, the tourism industry has faced distress or internal or external shocks. This latest outbreak has increased anxiety across the globe. With the increase in the news of covid19, the steps have been taken by the Indian government to screen the passengers at the different airports in India. The citizens of India who have returned from different countries were evaluated based on clinical symptoms and have undergone the covid19 test 3. These people were also asked to quarantine for two weeks. The tourism industry also imposed visa restrictions and posed flight bans but by this time it was made sure that this industry is going to be deeply affected.

The lockdown has helped to prevent the adverse situation that can be faced by the tourism sector but still, this industry is struggling hard to survive in the market. Many industries have been unlocked but the travel and tourism industry is still imposed with many restrictions that can continue for some time as well. It is done to minimise the risk of infections in towns, cities, and villages<sup>4</sup>. The halting of trade and domestic activities has been done because of the rapid spread of covid19. The routine activities of many countries have been disrupted bringing a halt to the major economies. The impact of this virus is more on the tourism industry in India because of the large number of historic and religious places. The total loss faced together by the travel, hotel, and aviation sector is expected to be 85 billion because of the travel restrictions that are imposed over the tourists visiting India from other countries. This has led to the cancellation of large scale bookings. Social distancing norms are also going to impact this industry in the upcoming times.

### **Concepts and Hypothesis**

The main concepts include social distancing, pandemic, and coronavirus. Social distancing is how people can maintain distance from each other. There is a need to maintain one hand distance with everyone so that a person does not get infected from the other. Pandemic is a word used for such diseases that can impact the global population. A pandemic can affect people across the nations with the spread of the disease 4. Coronavirus refers to a disease that can pass from one person to another with the passage of droplets from the mouth or nose of one person and getting injected by another person.

### **Hypothesis**

H<sub>0</sub>: Corona has not impacted the tourism industry in India as it does not have major implications

H<sub>1</sub>: Corona has minimised the smooth flow of the Indian tourism industry with the changes that have changed the lives of people associated with this industry

H<sub>0</sub> is the statement that does not comply with the research topic while H<sub>1</sub> can be easily linked with this research topic.

### **Research Design**

There are two main types of data collection methods which are qualitative and quantitative. The quantitative data is collected based on a literature review, case study, or survey interview method. The

present research applies the qualitative research approach including primary and secondary data where the primary data is collected with the help of a survey questionnaire method. A well-designed questionnaire is filled by 100 people working in the tourism industry in India which is sent to them by courier, or fax 5. The questionnaire generally contains the open-ended and close-ended questions. The selection of these respondents is done based on a random sampling technique where all the respondents are given an equal chance to participate in the research work. On the other hand, the secondary data is collected with the help of already available sources such as books, online links, journals, articles, reports, financial data, and others. Primary data is the original and first-hand data that is collected for the first time. Secondary data is the data that is collected in the past by different researchers. The research design chosen is exploratory one as it is useful to getting a detailed insight of the topic.

### **Findings**

The data has revealed that there is a drop in the number of visitors visiting the Statue of Unity in Gujarat by over 38% from January to February. The total fall in collected revenue is around 5 crore 6. The number of visitors to the Taj Mahal has also decreased with the shutdown of the site. In the lockdown when all the sites were remained closed, the numbers of visitors have minimised. The Indian aviation industry has faced a total loss of \$500 to 600 million in the financial year 2020. If the government of India would not take the necessary steps to ensure the continuity in the business operations in this sector then many Indian airlines would have been closed because of cash crush from April to June 7. Summer season is the most prime season for earning revenue by the Indian tourism industry for both domestic and international tourists 8 This summer has been grim for the tourism industry due to the increase in the total number of coronavirus positive cases. The economic slowdown has affected this industry with fewer opportunities for the people.

Cancellations have been received by hoteliers, travel agents, and airlines ensuring the first collateral damage to the tourism industry. A standstill position has arisen in this sector with a challenging business scenario faced by everyone 9. If the corona cases tend to minimise after the arrival of the vaccine then also this industry will take up to 8 to 10 months to recover fully. Financial relief may be required by the private stakeholders from the government. The total contribution of the tourism industry in India is around 10% of the total GDP. It can be assumed that this contribution may not be expected this year if the corona cases still tend to grow.

### **Conclusion**

It can be concluded based on the above findings that the tourism industry has stared huge lay-offs and losses due to covid19. The most affected people are the unskilled people who are impacted in the initial phase of covid19. The tourism sector is facing mass unemployment, close to businesses, and huge bankruptcies. The total estimation of the workforce that is going to be unemployed this year is

expected to be around 70%. This will include 5.5 crores of the workforces including an indirect and direct workforce was 3.8 crores is going to be unemployed. The authorities in the tourism industry have asked for help from the government to provide them interim relief so that they can pay taxes, installments, EMIs, and salaries of the employees. It is going to be a difficult year for this industry mainly till the next fiscal year.

### Suggestions

Different suggestions that can be implied to this industry are:

1. The employees working in this industry can be provided basic training and skills which they can use to ensure proper sanitisation and hygiene at the workplace. This will help the employees to learn how they can maintain social distancing and improve their customer satisfaction 10. In the same scenario, satisfying customers at this time is important as customers can have a fear of visiting different places or travelling from one place to another. The employees can be asked to get involved in meetings, workshops, and campaigns that can be conducted online and reflect the current situation of the industry along with the measures that can be taken to cope up with the same.
2. The tourism industry can come up with new discounts, offers, and suggestions for the customers so that customers can be motivated to travel 11. This will help to boost this industry and further lead to the economic development of the country.
3. The tourism industry can come up with innovations and creativity where they can use new tactics and strategies that can be used to attract the customers 12. In the same context, social media can be used as an effective tool for marketing in this industry.
4. Teams must be encouraged to cooperate and coordinate with other members in such critical condition so that they can support each other.

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